

ABSTRACT

Nowadays, the declining of marriage rate in Japan is quite significant. That is caused by the change of view of modern Japanese society towards marriage. The percentage of unmarried people in Japan has been increasing annually. According to 2010 statistic data from the National Institute of Population and Security Research of Japan, as of the year 2010, 72.7% of Japanese males and 79.7% of Japanese females aged 18 to 34 were unmarried, for those aged 35 to 49, 27.3% of Japanese males and 20.3% of Japanese females were unmarried. Currently, the trend of remaining single in Japan is rapidly growing. This phenomenon is referred as hikonka. Hikonka has become one of a serious problem which is being faced by Japan at this time. This study aimed to analyze hikonka representation in Japan from the man's perspective which are represented in the Dokushin Kizoku drama. Researcher used qualitative methods along with representations theory of Stuart Hall and semiotic theory of Charles Sanders Pierce to describe and analyze the signs of view does not want to marry of the male lead "Hoshino Mamoru" in the Dokushin Kizoku drama. The results of this study showed there are four things related the view of does not want to marry of Hoshino Mamoru: too much enjoying his single life, the refusal of the existence of a woman in Mamoru's private life, Mamoru doesn't need marriage and spouse, Mamoru refused to be matchmaked.

Keywords: Hikonka, marriage, single, Japanese men